ORDER

KSNV

Orders	**Order / Rev:**	104122 /		
	Alt Order #:	06831863		
	Product Desc:	BERKLEY FOR SENATE		
	Estimate:	30S		
	Flight Dates:	08/07/12 - 08/13/12	Primary AE:	Amy McCreary
	Original Date / Rev:	07/09/12 / 07/23/12	Sales Office:	BLPHI
	Order Type:	GENERAL	Sales Region:	National
Agency	**Name:**	**Shorr Johnson Magnus**		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:		Billing Calendar:	Broadcast
		1831 Chestnut St.	Billing Cycle:	EOM/EOC
		Philadelphia, PA 19103	Agency Commission:	15%
Advertiser	Name:	**Berkley, Shelley for Senate** revised		
	Demographic:	A35+	New Business Thru:	
	Product Codes:	PLC01	Order Separation:	00:15:00
	Priority:	SELECT PRIORITY CODE	Advertiser External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/13/12	62	$100,750.00	$85,637.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	62	$100,750.00	$85,637.50	0.00
Totals	62	$100,750.00	$85,637.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	49%	$100,750.00
Market	100%	$205,612.24

Competitive Share	Share	Total
CABLE	0%	$0.00
KBLR	0%	$0.00
KFBT	0%	$0.00
KINC	0%	$0.00
KLAS	20%	$41,122.45
KLVX	0%	$0.00
KSNV-	0%	$0.00
KTNV	16%	$32,897.96
KTUD	0%	$0.00
KVVU	13%	$26,729.59
KVWB	0%	$0.00
LV1	0%	$0.00
UNKWN	2%	$4,112.24

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners		5-6a	-TWTF--	:30	4	$400.001		0.00 NM	4	$1,600.00

NEWS

Start Date	End Date	Weekdays	Spots/Week	Rate	Rating
Week: 08/06/12	08/12/12	-TWTF--	4	$400.00	0.00

Order / Rev: 104122 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06831863 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 08/07/12 - 08/13/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	08/07/12	08/10/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	$400.001	0.00	NM	4	$1,600.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-TWTF--	4	$400.00	0.00								
E 2	KSNV	08/13/12	08/13/12	M-F 5-6a WakeUp w/Wag M-F 5-6a WakeUp w/Wagners	CM	5-6a	M------	:30	1	$400.001	0.00	NM	1	$400.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	M------	1	$400.00	0.00								
E 3	KSNV	08/13/12	08/13/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	M------	:30	2	$700.001	0.00	NM	2	$1,400.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	M------	2	$700.00	0.00								
E 4	KSNV	08/07/12	08/10/12	M-F 6-7a WakeUp w/Wag M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	$700.001	0.00	NM	8	$5,600.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-TWTF--	8	$700.00	0.00								
E 5	KSNV	08/07/12	08/10/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	8	$1,400.001	0.00	NM	8	$11,200.00
	TODAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-TWTF--	8	$1,400.00	0.00								
E 6	KSNV	08/13/12	08/13/12	Today Show Today Show	CM	658a-9am	M------	:30	2	$1,400.001	0.00	NM	2	$2,800.00
	TODAY													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	M------	2	$1,400.00	0.00								
E 7	KSNV	08/13/12	08/13/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:00 PM-4:30 PM)	M------	:30	1	$700.001	0.00	NM	1	$700.00
	NEWS													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/13/12	08/19/12	M------	1	$700.00	0.00								
E 9	KSNV	08/07/12	08/11/12	News 3 Olympic Zone News 3 Olympic Zone	CM	7:30-8:00PM	-TWTFS-	:30	5	$750.001	0.00	NM	5	$3,750.00
	OLY ZONE													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-TWTFS-	5	$750.00	0.00								
E 10	KSNV	08/07/12	08/11/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	-TWTFS-	:30	5	$6,000.001	0.00	NM	5	$30,000.00
	OLY PRIME													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-TWTFS-	5	$6,000.00	0.00								
E 11	KSNV	08/12/12	08/12/12	Olympics Primetime Olympics Primetime	CM	730pm-12am	------S	:30	2	$6,000.001	0.00	NM	2	$12,000.00
	OLY PRIME													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	------S	2	$6,000.00	0.00								
E 13	KSNV	08/12/12	08/12/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	------S	:30	4	$1,700.003	0.00	NM	4	$6,800.00
	OLY DT													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	------S	4	$1,700.00	0.00								
E 14	KSNV	08/11/12	08/11/12	Olympics Daytime Week Olympics Daytime WEEKEND	CM	4am-6pm	-----S-	:30	4	$1,700.003	0.00	NM	4	$6,800.00
	OLY DT WKEND													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-----S-	4	$1,700.00	0.00								
E 15	KSNV	08/07/12	08/10/12		CM	9am-4pm	-TWTF--	:30	12	$1,200.003	0.00	NM	12	$14,400.00

Order / Rev.: 104122 Advertiser: Berkley, Shelley for Senate

Alt Order #: 06831863 Product Desc: BERKLEY FOR SENATE KSNV

Flight Dates: 08/07/12 - 08/13/12 Estimate: 30S

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
				Olympics Daytime Weekd										
				Olympics Daytime Weekdays										
	OLY DT													
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-TWTF--	12	$1,200.00	0.00								
N16	KSNV	08/07/12	08/10/12	News 3 Olympic Zone	CM	7:30-8:00PM	-TWTF--	:30	1	$750.00	2	0.00 NM	1	$750.00
				News 3 Olympic Zone										
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-TWTF--	1	$750.00	0.00								
N17	KSNV	08/07/12	08/10/12	Olympics Daytime Weekd	CM	9am-4pm	-TWTF--	:30	2	$1,200.00	3	0.00 NM	2	$2,400.00
				Olympics Daytime Weekdays										
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-TWTF--	2	$1,200.00	0.00								
N18	KSNV	08/07/12	08/10/12	Wake Up Early w/ Wagn	CM	430a-5a	--TWT---	:30	1	$150.00	2	0.00 NM	1	$150.00
				Wake Up Early Wagners										
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
	Week: 08/06/12	08/12/12	-TWT---	1	$150.00	0.00								
												Totals	62	$100,750.00